

17 June 2020

**STATE OF TEXAS  
COUNTY OF TARRANT  
CITY OF GRAPEVINE**

The Grapevine Heritage Foundation (GHF) held their regular scheduled monthly meeting at 5:00 p.m. on Wednesday, June 17, 2020 in the 2<sup>nd</sup> Floor Boardroom of the Grapevine convention & Visitors Bureau, 636 South Main Street, Grapevine, Texas 76051.

Curtis Ratliff	Chairman
Melva Stanfield	Vice Chairman
Balla Wright	Treasurer
Janet Perkins	Secretary
Sue Franks	Member
Becky Hummer	Member
Frances Jensen	Member
Wendy Nelson	Member
Duff O'Dell	City Council Liaison

The above constituting a quorum with member(s) Courtney Fray absent.

With the following Convention & Visitors Bureau staff present:

Paul W. McCallum	Executive Director,
	Grapevine Convention & Visitors Bureau
Paula Newman	Director of Operations, Finance & Administration
David Klempin	Heritage Preservation Programs Manager
Cody Jolliff	Heritage Museums & Education Programs Manager
Mary Bush	Administrative

**1. CALL TO ORDER**

Chairman Curtis Ratliff called the meeting to order at 5 p.m.

**2. CITIZEN COMMENTS**

There were no citizen comments registered.

*Any person who is not scheduled on the agenda may address the Grapevine Heritage Foundation under Citizen Comments by completing a Citizen Appearance Request form. In accordance with the Texas Open Meetings Act, the Advisory Board is restricted in discussing or taking action during Citizen Comments.*

### **3. APPROVAL OF MINUTES**

Balla Wright made the motion to accept the minutes as written from the February 19, 2020 regular meeting. Melva Stanfield seconded the motion, which prevailed in the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Franks, Hummer, Jensen and Nelson)

Nays: 0 None

Absent: 1 (Fray)

### **4. OLD BUSINESS**

#### **Membership Report - Janet Perkins**

Secretary Janet Perkins stated the Foundation had 190 active members in May and a \$100 memory brick order for the Palace Arts Center. Secretary Perkins announced the appointed Membership Committee had studied the Foundation's needs and were ready for a membership drive targeting groups needed by the Foundation; when the Public Health restrictions are lifted they are ready to move forward.

#### **Nash Farm Report – Melva Stanfield**

With the Tarrant County Judge's COVID-19 Public Health 'Stay at Home Order' all programming had ceased on March 24, 2020. Nash Farm opened on May 1 with a 25 percent occupancy restriction; all scheduled tours were now restricted by, not the 25 percent occupancy but the restriction's effect on the buses to bring the tour groups to the Farm. Nash Farm had 976 visitors during May with many seeking refuge in the Farm's wide open outdoor spaces for safe recreation. The Farm's May 29<sup>th</sup> early morning *Wheat Harvest* brought out 81 participants. There were 12 of the "Grapevine Pioneer Passport" books sold in May for our *Summertime in Grapevine* event.

### **5. NEW BUSINESS**

#### **Review Proposed GHF Budget for 2020-21 and Any Necessary Action - Dr. Ratliff**

Copies of the proposed 2020-21 GHF Budget were passed out to the Advisory Board members to study. Nash Farm, the Palace Arts Center and the Foundation were expensed out with the FY19 Budget and Actuals, the FY 20 Budget and the proposed FY21 for the Foundation.

Secretary Janet Perkins asked about an active membership drive, concerned with the current atmosphere and the restrictions of the COVID-19 virus. Managing Director of Operations, Finance and Administration Paula Newman replied to bring the dollars needed before the board, perhaps memberships will offset the cost; she said membership mailings had been suspended due to the restrictions, but now mailed out two weeks ago and have already received \$400, therefore it is worth pursuing.

Chairman Ratliff called for a motion.

Balla Wright, seconded by Becky Hummer, made the motion to approve the 2021 Budget as presented.

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Franks, Hummer, Jensen and Nelson)

Nays: 0 None

Absent: 1 (Fray)

### **Update on Candlelight Tour of Homes – David Klempin**

Heritage Preservation Programs Manager David Klempin reminded all last year's 2019 tour did not have enough homes, but several homeowners saying for different reasons they could not show their home in 2019 – but would agree to show in Fall 2020. Now in 2020 we have the virus with many restrictions on public gatherings, saying this was not the time to seek tour homes, he recommended moving the Candlelight Tour of Homes to 2021. All agreed.

### **Update on Sponsorships for 2020 – Balla Wright**

Treasurer Balla Wright announced she had met their goal of \$20,750 in sponsorships thanking the Nash Farm 2020 Sponsors: MSG Sunset Holdings, National Bank of Texas, Wright Construction Company, Box Financial, Regional Lock & Store, Bermuda Gold and Mike & Carolyn Lease; and Lucas Funeral Home, Spirit of Texas and Dr. Curtis Ratliff for supporting the Agricultural Education Stations.

### **Update on Summer Activities – Cody Jolliff**

Manager of Heritage Museums & Education Programs Cody Jolliff gave the board the current *Summertime in Grapevine* Storybook Adventure Passport, Summer Programs at the Palace Arts Center brochures and the rack card for the Tower Gallery summer exhibit *Storyland: A Trip Through Childhood Favorites* highlighting and engaging six pre-reading skills

Saturday, June 20 was Southwest Dairy's *Dairy Day* at Nash Farm from 10 a.m. to noon, sorry no samples this year. Saturday, July 11 will be the *Ice Cream Social*, saying 285,000 have viewed on Facebook. Chairman Ratliff called for any questions

### **Grapevine Convention & Visitors Bureau Report – Paula Newman**

Director Newman deferred to Executive Director Paul W. McCallum, he reported during the Tarrant County directive for closing, 90 percent of staff had remained in place with those who could work from home having access to the City through our Information Technology division; with the buildings closed down our event set-up employees could do a top to bottom cleaning; shuttle drivers were working carpentry repairs; making complete inventories of our warehouse storage; and now we are all back 100 percent.

Only two Sales Teams operated during the COVID-19 shut down, The Gaylord and the Convention & Visitors Bureau (CVB); most hotels kept their Director of Sales and furloughed their sales teams. We were well on our way to one of our largest conventions ever when all was shut down, our CVB team worked all cancelled conventions into 2021 business with many hotel stakeholders being very appreciative.

Team members made calls to all attractions five days a week for who was in trouble, who needed help. Then a partial opening for curbside service began a marketing campaign with the CVB working to connect all. On May 29<sup>th</sup> when the governor and Tarrant County judge began opening retail, the CVB launched the first program researching to find the dining and shopping experience was what people were willing to do.

Early June rolled out the Stay-cation or Near-cation with a 250-300-mile radius or one tank of gas for those confident to go out; those who do not feel safe, will stay home. Great Wolf Lodge with 400 rooms booked, sleeps 6.5 people per room, the point is to know the market and work with it with all leisure only on weekends. The convention business is not back yet, but working on it with September 30 the end of the budget year, on March 17<sup>th</sup> on \$6 – 8 billion; every penny, every nickel counts.

Now marketing for new business with a “Come Together” promotion for groups of 20 rooms or more with a \$10 per room rebate per night as a serious incentive. It has sold out 70 thousand rooms into 2021 and will be in place now through August 31. This gets people to plan and work to get people back on staff.

Meeting Professionals International World Education Congress (MPI WEC) booked for early June has rebooked for November 2 – 5 with now 695 reservations, will work to 1,000 reservations for the global event, November 3 is Tuesday Election night – these are the planners who make a difference in Grapevine.

Our TV, radio, print and social media money now all moved into TV, as much cheaper than radio, with a message of -Grapevine is OPEN, *Summertime in Grapevine*- school is over, get the kids out. The hotels are supportive with our heritage programs; Cody has done an incredible job.

Tomorrow night is the first GrapeFest steering committee meeting. Planning will be a dramatic change emphasizing on safe outdoor events, crowd control, vendors spaced out, the music and food will not be the same. We will implement a cashless RFID system from gate scans to scan card for payment all the way to an app to add money for the last couple of glasses of wine. It is all Cloud based and will know at any given time what Corn Dog station sold what and when. Thanks to Paula for unravelling and introducing.

Will there be another wave of COVID? Austin is now reporting an uptick in hospital cases, right now Tarrant County is in good condition; if not and governor says back to 25 percent, we will not be doing a festival.

Council Liaison O'Dell asked if we still have to identify age to sell alcohol. At this time, still have to verify legal age, at a future date an arm banding service can be used. There is good news out there if people continue to be cautious to stay open to middle of 2021 would be good. Chairman Ratliff thanked Mr. McCallum.

Paula Newman reported the Grapevine Vintage Railroad opened to 25 percent occupancy on May 1 with sanitizer available for all and employees masked; for Mother's Day it was four one-hour trains with a maximum capacity of 25 percent occupancy. *Camp Main Street* is planned with activities for every day July 11 - 23. The Council approved the global sphere water feature project at East Wall

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and South Main Streets should be ready on Monday with completion by end of next week. It is marked with Grapevine as the center of the universe. The Farmer's Market opened on June 6 with 16 vendors and good traffic.

### **City Council Liaison Update – Council Member Duff O'Dell**

Council Liaison O'Dell reported the budget process will begin next month. Sales tax revenues are hurting right now and with revenues down it will be a more conservative budget. She noted the importance of Grapevine to STAY Grapevine for many years to serve the world; wanting people to know to come to Grapevine when they feel safe. A lot going on right now is a good sign for progress with Oak Grove Soft Ball Complex excellent for the July 4<sup>th</sup> Fireworks viewing-some changes with more control of cars and a charge for car entrance.

The Paws & Pastries was a lot of fun at the Bark Park. The Grapevine Historical Society is still closed with most docents aware of risk for their age group. She reminded all to be conservative and cautious.

Council Liaison O'Dell said Mayor William D. Tate's beautiful video was shown at Council the night before, she shared Mayor Tate's video *Frontier Spirit 2* with the board. She spoke about the Protest March as very peaceful, Chief Salame had set up training ahead of time for this and Chief Hamlin had taken up the gauntlet and moving further ahead of other cities. Saying not a profession without some rogues, but Grapevine has a good group of officers.

Sue Franks said she loved our Depot and the new Harvest Hall with a target date of opening September 16 after a soft opening of the Hotel Vin in July.

Janet Perkins commented on the fabulous work the City has done on Main Street. Council Liaison O'Dell agreed saying the approach to not furlough employees but to keep Main Street open during repairs was a blessing in disguise.

Treasurer Balla Wright announced this year the Foundation's Educational Scholarship was awarded to Haley Nicole Ash who will attend school for a degree as a veterinarian. The scholarship is funded on a year to year basis and open for contributions.

### **6. ADJOURNMENT**

Sue Franks, seconded by Balla Wright, made the motion to adjourn the meeting at 6:25 p.m. The motion prevailed by the following vote:

Ayes: 8 (Ratliff, Stanfield, Wright, Perkins, Franks, Hummer, Jensen and Nelson)

Nays: 0 (None)

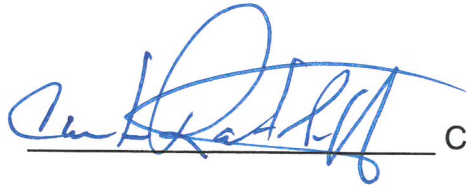
Absent: 1 (Fray)

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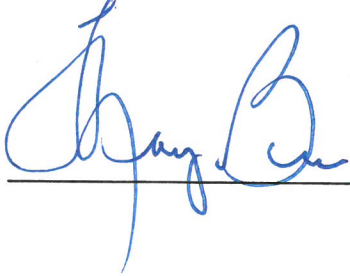
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PASSED AND APPROVED BY THE GRAPEVINE HERITAGE FOUNDATION THE  
JUNE 17, 2020 MINUTES, ON THIS THE 15<sup>TH</sup> DAY OF JULY 2020.

APPROVED:

  
CHAIRMAN

ATTEST:

  
SECRETARY